

Message Text

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11

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 119999

R 061444Z AUG 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 2551

UNCLAS STOCKHOLM 3368

FOR BIC/OIM/SAD:CEJOHNSON

E.O. 11652 N/A

TAGS: BEXP,SW

SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTION - AB NORDISKA
KOMPANIET

REF: STOCKHOLM079; 2052; AND STOCKHOLM A-243

1. CONTRACT AS AUTHORIZED PER STATE 51617 FORWARDED FOR FINAL
FUNDING AND APPROVAL BY OIC/OIM UNDER COVER OF REFAIR.

2. PER KALEN INFORMED US TODAY THAT FIRM HAS NOT RECEIVED
RESPONSES TO ITS INQUIRIES RE AMERICAN MANUFACTURED SHOES AS
REPORTED IN REFTEL (ONE). HE WOULD APPRECIATE ANY INFORMATION

YOU MAY BE ABLE TO ELICIT ON THIS PRODUCT LINE SINCE THE NK
BUYERS NOW PLANNING TO VISIT THE US LATE AUGUST AND EARLY SEPT.

3. USDA/FAS MESSAGE (FASTO 59 OF JULY 23) INFORMS THE AGRICULTURAL
ATTACHE THAT USDA SUGGESTS HE PROCEED WITH PROPOSED IN-STORE
PROMOTION IN FOOD STUFFS WHICH, AS YOU WILL NOTE FROM REFAIR,
WOULD RUN CONCURRENTLY WITH THE BIC/OIM FUNDED IN-STORE
PROMOTION FOR NON-FOOD PRODUCTS.

4. WOULD APPRECIATE YOUR COMMENTS ON POSSIBILITIES NK
BUYERS MEETING WITH SUCH US MAJOR MEN'S SHOE SUPPLIERS AS
FLORSHEIM, NUNN-BUSH, BOSTONIAN, FRENCH-SCHRINER AND URNER
AND/OR OTHER WHO MAY BE ABLE/WILLING TO DISCUSS SUPPLY US
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DRESS SHOES AS A POSSIBILITY FOR THE NK PROGRAM IN THE SPRING

OF 1975.
STRAUSZ-HUPE

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NNN

Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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